



PHILIPPINES MEDIA LANDSCAPE

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Country Overview

MEMBER OF MAJOR INTERNATIONAL ORGANIZATIONS, INCLUDING THE UNITED NATIONS

Overview of Philippines



CAPITAL
Manila

GDP
\$377 billion

REGION
Asia

POPULATION
108,116,622

GDP PER CAPITA, PPP
\$9,292

AREA
300,000 SQ.KM

With more than 100 million people, the Philippines is the 13th-most populous nation in the world. Hundreds of local dialects are spoken throughout the national archipelago, representative of the diversity of its people.

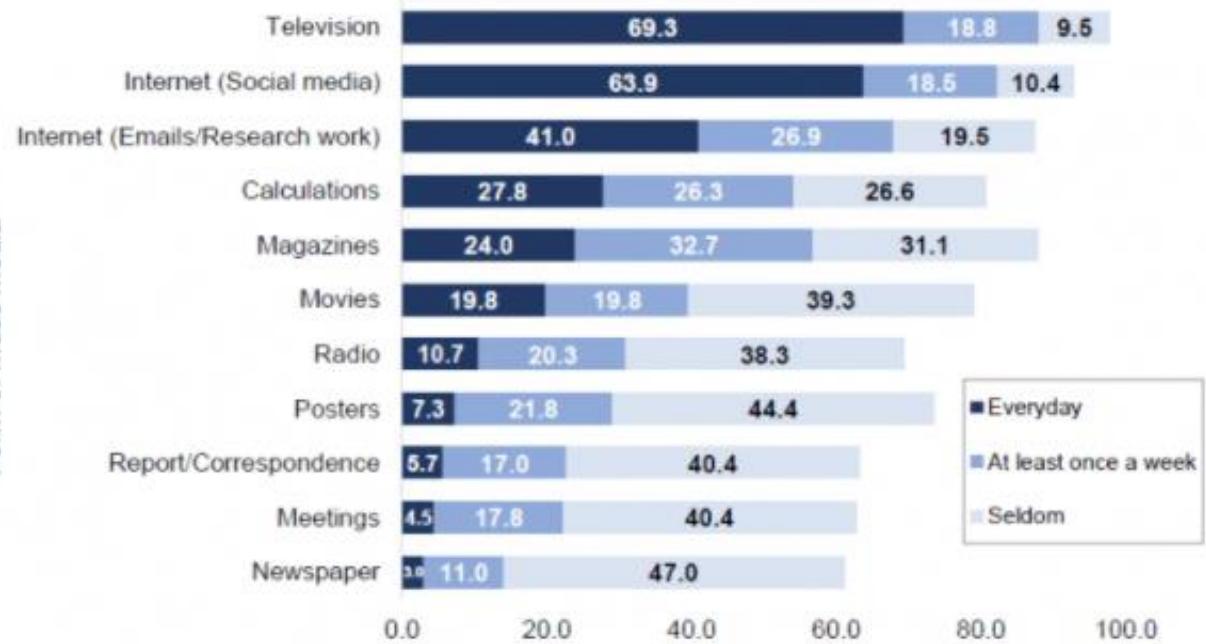
English is an official language used in schools; the country has the third-largest group of English speakers in the world. A second official language is based on that of the majority Tagalog ethnic group.

Each year, the Philippine economy is flooded with billions of dollars sent home by the large number of Filipinos living abroad. These remittances, along with a flourishing tourism industry, have helped maintain a budget surplus.

Media Consumption Overview

TELEVISION IS STILL MOST POPULAR COUNTRY'S MEDIA LANDSCAPE

Media Consumption (2019)



Digital is on a steady growth



TV is the most consumed traditional media



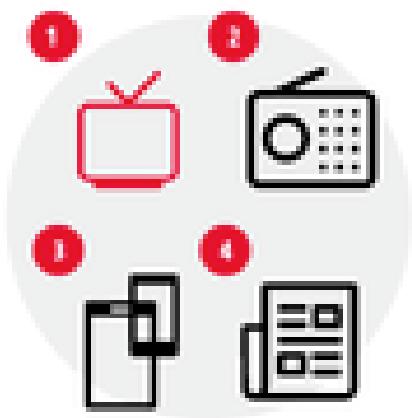
Radio remains a popular media



Print still holds ground with loyal readers

TV Consumption

TV IS CONSIDERED THE MOST TRUSTED PLATFORM IN THE COUNTRY



TV is the most used and most trusted source of political information.

- There is a comparatively large number of TV stations throughout the country - 437 stations nationwide, with 23 in Metro Manila
- Still, the TV market is highly concentrated, as the four major owners ABS-CBN Corporation, GMA Network Incorporated, TV5 Network Incorporated, and Nine Media Corporation reach 88.77 percent of television audience
- ABS-CBN Corporation and GMA Network Incorporated – form a duopoly, firmly grasping an audience share of 80.72 percent

TV Consumption

TOP BROADCASTERS IN PHILIPPINES



ABS-CBN Corporation

ABS-CBN Corporation is a Filipino media company based in Quezon City, Metro Manila, Philippines. It is the Philippines' largest entertainment and media conglomerate.



GMA Network

GMA Network, Inc., commonly known as GMA, is a Filipino media company based in Diliman, Quezon City, Philippines. It is primarily involved in radio and television broadcasting, with subsidiaries dealing in various media related businesses.

TV5 Network Inc.



TV5 Network Inc., commonly known as TV5, is a Filipino media company based in Mandaluyong, with its alternate studios based in Novaliches, Quezon City. Among its assets owns and operates two broadcast television networks (TV5 and One Sports), the national radio station (Radyo5 92.3 News FM), and the regional radio network (Radyo5).



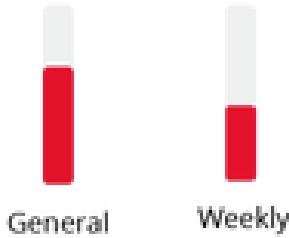
Nine Media Corporation

Nine Media Corporation is a Filipino-based media company. It owns and operates its sole television property CNN Philippines, as well as the 34% controlling share of Radio Philippines Network (RPN).

Radio Consumption

RADIO REACHES 85% OF FILIPINOS (2018)

65.6% 41.4%



65.6% of Filipinos listen to radio, 41.4 % turn it on at least once a week.

- Radio is very pervasive as it is inexpensive and available even in remote communities.
- Community radio is also seen as a venue for educational programs especially those under government agencies, such as those discussing nutrition and other grassroots issues.

Radio Consumption

TOP RADIO STATIONS IN PHILIPPINES

DZBB Super Radyo



DZBB Super Radyo is a radio station owned and operated by GMA Network. It serves as the flagship station of the Super Radyo network. DZBB's programs are mostly news, current issues, and news analysis produced by the GMA News and Public Affairs department.

DZRB



DZRB, on-air as Radyo Pilipinas, is a radio station owned and operated by the Philippine Broadcasting Service. As the government's flagship radio station, it serves as a medium of development communication, a conduit between the government and the people.



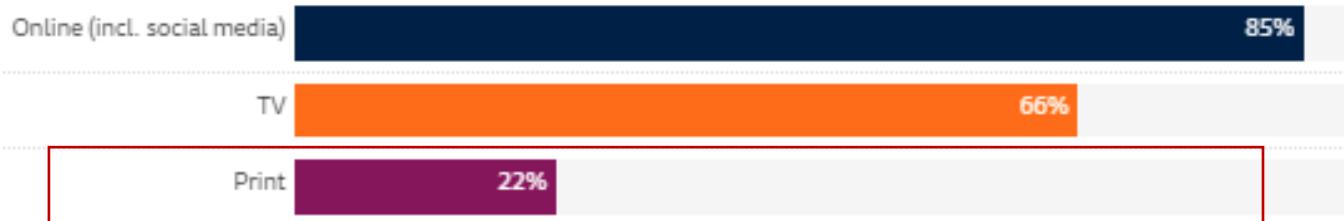
DZRH

DZRH is a radio station owned and operated by Manila Broadcasting Company. At present, DZRH is considered as one of the top stations in the AM band in Metro Manila and is recognized as the oldest radio station in the Philippines. It provides news, sports, talk shows and weather information.

Print Consumption

PRINT IS STILL CONSIDERED A SOURCE OF CREDIBLE AND INFORMATIVE NEWS

Sources of News (2020)



- Tabloids sell more and are more popular than broadsheets. In fact, only three broadsheets are among the top 10 most read newspapers, according to a Nielsen survey
- There is not much concentration in the print market as the four biggest companies together reach a readership of 21.5 percent (2018)
- Print newspaper is mostly preferred by Filipinos with higher level of education

Print Consumption

TOP PRINT NEWSPAPERS IN PHILIPPINES



Philippine Daily Inquirer

The Philippine Daily Inquirer, popularly known as the Inquirer, is an English-language newspaper in the Philippines. Founded in 1985, it is often regarded as the Philippines' newspaper of record.



Manila Bulletin

The Manila Bulletin is the Philippines' largest English language broadsheet newspaper by circulation. It has lived up to its reputation as "exponent of Philippine progress" through fair and accurate news and features and in keeping the public fully informed during the most difficult and trying times.



The Philippine Star

The Philippine Star is an English-language print and digital newspaper in the Philippines and the flagship brand of the PhilStar Media Group. It provides its readers with credible breaking news, in-depth reports, fact-checks, and contextual real-time coverage.



Abante

Abante is a daily Filipino tabloid publication in the Philippines. It is the leading Tagalog-language newspaper in the country. It publishes national and international news, along with weather, sports and entertainment.

Digital Consumption

THE NUMBER OF INTERNET USERS IN THE PHILIPPINES INCREASED BY 6.1% BETWEEN 2020 AND 2021

JAN
2021

THE PHILIPPINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

⚠ CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



THE PHILIPPINES

TOTAL
POPULATION



110.3
MILLION

URBANISATION:

47.6%

MOBILE
CONNECTIONS



152.4
MILLION

vs. POPULATION:

138.2%

INTERNET
USERS



73.91
MILLION

vs. POPULATION:

67.0%

ACTIVE SOCIAL
MEDIA USERS



89.00
MILLION

vs. POPULATION:

80.7%



we
are
social



Digital Consumption

FILIPINOS SPEND MOST OF THEIR TIME ON YOUTUBE WHEN ONLINE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO [SIMILARWEB](#)



#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.05B	53.8M	11M 48S	8.9
02	FACEBOOK.COM	786M	46.4M	14M 02S	13.9
03	YOUTUBE.COM	530M	34.7M	25M 18S	12.6
04	TWITTER.COM	85.7M	9.29M	13M 51S	16.4
05	MESSENGER.COM	70.4M	2.88M	20M 05S	9.0
06	PORNHUB.COM	69.6M	9.71M	9M 03S	7.0
07	YAHOO.COM	58.5M	9.56M	7M 47S	5.8
08	ROBLOX.COM	55.8M	1.78M	19M 41S	9.6
09	SHOPEE.PH	52.2M	15.3M	8M 43S	10.0
10	INSTAGRAM.COM	43.8M	8.05M	7M 45S	12.8

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	LAZADA.COM.PH	40.0M	12.9M	6M 11S	6.5
12	GOOGLE.COM.PH	35.4M	6.18M	7M 16S	8.2
13	WIKIPEDIA.ORG	35.2M	10.1M	4M 01S	2.8
14	NETFLIX.COM	31.8M	3.06M	11M 33S	5.1
15	ZOOM.US	30.3M	7.68M	5M 10S	3.2
16	REALSRV.COM	26.1M	13.9M	0M 38S	2.0
17	TIKTOK.COM	25.6M	11.6M	5M 05S	11.1
18	XVIDEOS2.COM	23.8M	3.42M	11M 04S	10.1
19	KISSASIAN.SH	22.3M	1.73M	8M 54S	7.0
20	PINTEREST.PH	22.0M	8.89M	6M 41S	7.7

Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN THE PHILIPPINES INCREASED BY 22% BETWEEN 2020 AND 2021

JAN
2021

SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



THE PHILIPPINES

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



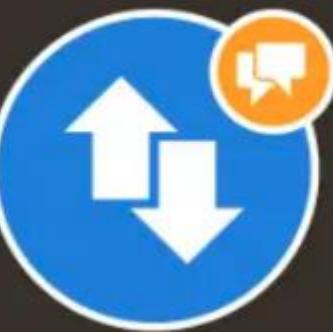
89.00
MILLION

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



80.7%

ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



+21.9%
+16 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



87.84
MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



98.7%

Outdoor Sites

PHILIPPINES



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